

**METHOD AND APPARATUS TO VARY FUEL PRICES FOR VEHICLES BASED ON ENVIRONMENTAL AND CONSERVATION CONSIDERATIONS**

**Abstract of the Disclosure**

5 A method and apparatus for determining per unit price of fuel pumped into a vehicle based on vehicle specific data stored in the vehicle is provided. The data is transmitted from the vehicle to a fuel pump computer. The fuel pump computer uses the data, along with rules provided by a regulatory agency to determine per unit fuel price. Purchase of lighter, more efficient vehicles, or vehicles producing less undesirable emissions, or vehicles capable of using alternative fuels, or hybrid vehicles, can be encouraged by providing lower per unit fuel prices for such vehicles.

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